

FOR IMMEDIATE RELEASE

Wyndham Hotel Group to Franchise Planet Hollywood Hotels

PARSIPPANY, N.J. (Sept. 21, 2010) – [Wyndham Hotel Group](#), part of the [Wyndham Worldwide](#) family of companies (NYSE: WYN) and the world’s largest hotel company with nearly 7,200 hotels, today announced a license agreement with Planet Hollywood Resorts International, LLC to franchise the Planet Hollywood Hotels® brand and provide management services globally.

The [Planet Hollywood](#) brand was founded in 1989 by [Robert Earl](#), founder and chief executive officer of [Planet Hollywood International, Inc.](#), Planet Hollywood Resorts International, LLC and chairman of the Planet Hollywood Resort & Casino in Las Vegas. Planet Hollywood capitalizes on the global appeal of movies, sports, celebrity and entertainment-based themes. Planet Hollywood International, Inc. will continue to own Planet Hollywood brand trademarks and intellectual property.



Eric Danziger, president and chief executive officer of Wyndham Hotel Group (right) and Robert Earl, founder and chief executive officer of Planet Hollywood Resorts International, LLC (left) celebrate a license agreement in which Wyndham Hotel Group will franchise the Planet Hollywood Hotels® brand and provide management services globally. The announcement was made today at Wyndham Hotel Group’s all-brand global conference in Las Vegas.

“The addition of an entertainment-based hotel offering will complement Wyndham Hotel Group’s strong global portfolio by expanding its appeal to a much wider audience,” said [Eric Danziger](#), Wyndham Hotel Group president and chief executive officer. “Planet Hollywood is a world-renowned brand favored by travelers and developers who crave unique experiences, distinctive dining and outstanding service. We are especially proud to work with Robert Earl, a dynamic entrepreneur, as we look to expand the brand in key tourist hotspots around the world.”

Wyndham Hotel Group will offer developers the choice of various levels of entertainment-based concepts for hotel development opportunities based on hotel or resort size and geographic location.

Commenting on the new relationship, Earl said, “We elected to work with Wyndham Hotel Group because of the company’s scale and reputation as a global brand-builder, which will benefit the future of the Planet Hollywood Hotels brand. This strategy will create long-term synergies between our companies and take Planet Hollywood development opportunities to a whole new level. Most importantly, I know that our brand is in the best hands with Eric Danziger and Wyndham Hotel Group.”

Planet Hollywood restaurants are located in top tourist destinations around the world. The company's name reflects its most widely known venture, a group of company-owned and franchised Planet Hollywood restaurants that offer patrons a chance to dine in the midst of the world's largest privately held Hollywood memorabilia collection including props from blockbuster movies and classic television shows.

Other Planet Hollywood International restaurant concepts available for development at future hotel locations include [Buca di Beppo](#)[®], an authentic, family-style Italian restaurant chain known for its quirky décor and upbeat atmosphere; [Earl of Sandwich](#)[®] restaurants, launched by Robert Earl and the 11th Earl of Sandwich John Montagu, specializing in fresh, hot sandwiches; and Planet Dailies, a trendy, 24/7 coffee shop and meal concept.

Wyndham Hotel Group, part of the Wyndham Worldwide family of companies is the world's largest hotel company with nearly 7,200 hotels and approximately 607,000 rooms under the 13 hotel brands: Wyndham Hotels and Resorts[®], Planet Hollywood Hotels[®], Ramada[®], Days Inn[®], Super 8[®], Wingate[®] by Wyndham, Baymont Inn & Suites[®], Microtel Inns & Suites[®], Hawthorn Suites[®] by Wyndham, TRYP by Wyndham, Howard Johnson[®], Travelodge[®] and Knights Inn[®].

Planet Hollywood International Inc. is the parent company for Planet Hollywood restaurants Planet Dailies[®], and Buca di Beppo[®]. Other holdings include Earl of Sandwich, Popstar Magazine[®], and the Planet Hollywood Hotels[®] and Planet Hollywood Resort & Casino[®] brands. Founded in 1989 by Robert Earl, Planet Hollywood opened its first restaurant in Manhattan in 1991 and currently has locations throughout the world. For more information please visit www.planethollywoodintl.com.

All hotels are independently owned and operated excluding certain Wyndham and international Ramada hotels which are managed by our affiliate or through a joint venture partner. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com.

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EDITORS: A high-resolution version of the above photo may be downloaded by clicking [here](#). Additional photos and logos can be downloaded from the Wyndham Worldwide Media Center, available [here](#). For more information about Wyndham Worldwide Corporation and its businesses, go to www.wyndhamworldwide.com.

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